



WEWS

ORDER

Flight Dates **09/04/12-09/10/12**

Contract / Revision **307877 /** **Product** **PUSA Action TV 09.04-09.10.12**

Original Date / Revision **Agency Com** 15%

08/14/12 08/27/12 Billing Contact

Advertiser **Priorities USA Action**
1322 G Street SE
Washington, DC 20003-3021

Agency **Mundy Katowitz Media Inc**

Buying Contact Sales Office EWSDC

1322 G Street SE
Washington, DC 20003-3021 Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **1559**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 35050

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	31	\$29,792.50	\$35,050.00	0.00	08/27/12	09/10/12	31	\$29,792.50	\$35,050.00
Totals	31	\$29,792.50	\$35,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/04/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-T---					2	\$850.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$850.00		0.00			
N 2	WEWS	09/04/12	09/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00



WEWS

Print Date: 09/24/12

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Contract / Revision **307877** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 08/27/12

Order Sep 00:20:00

Advertiser **Priorities USA Action**Product **PUSA Action TV 09.04-09.10** Estimate # **1559**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/04/12	09/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W-F--					2	\$700.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 3	WEWS	09/04/12	09/10/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W-F--					2	\$1,200.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 4	WEWS	09/04/12	09/10/12	M-F 12-1230pm News M-F 12p News	CM	12-1p	MTWTF--	:30	1	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$900.00		0.00			
Week:		09/10/12	09/16/12	M-----					1	\$900.00		0.00			
N 5	WEWS	09/04/12	09/10/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T--F--					2	\$700.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 6	WEWS	09/04/12	09/10/12	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-T---					2	\$1,500.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 7	WEWS	09/04/12	09/10/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W-F--					2	\$900.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 8	WEWS	09/04/12	09/10/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$1,400.00		0.00			
Week:		09/10/12	09/16/12	M-----					1	\$1,400.00		0.00			
N 9	WEWS	09/04/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T--F--					2	\$1,800.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 10	WEWS	09/06/12	09/06/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	---T---	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$2,000.00		0.00			
N 11	WEWS	09/04/12	09/10/12	M-F 7-730p 7-730p Wheel	CM	7-730p	MTWTF--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$3,000.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 12	WEWS	09/10/12	09/10/12	M-F 730-8p 730-8p Jeopardy	CM	730-8p	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

